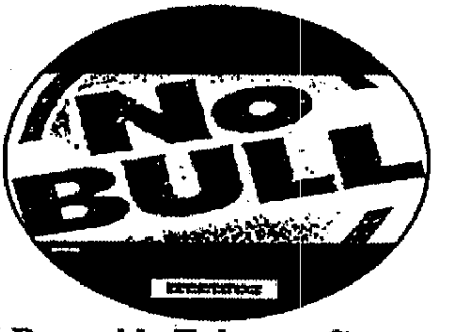


R.J Reynolds Tobacco Company
February 1998 DPC Promotion

Account: **Middlesex Tobacco #423360**

Brand Promotion	**Winston** 30¢ Off 1 Pack (2 Carton Display)

Display Packing
1 ctn Winston Box
1 ctn Winston Lights Box

Disc Reporting

⇒ Following are standard RJR Promotion Descriptions. **It is important that these be entered correctly since RJR Wholesale Partners performance payments will be based on promotions reported.**

*NOTE: 'Reported Correctly' means that on the UIR (Unique Identifier Record) of the data file:

1. **Brand Descriptions** must be complete
2. **Promotion Indicator** must be 'Y' for all promotions
3. **Promotion Descriptions** must be provided in the Promotion Description Field (not the Brand Description Field) exactly as listed. **If the promotion description is not exact, including spaces, placements will not be reported for that promotion. After the promotion description is properly entered, you may add an optional description if you wish.**

Brand Description	Indicator	Required Promotion Description	Optional Description
WINSTON KS BX	Y	WIN Q1 DPC DPLY	
WINSTON 85 BX LT	Y	WIN Q1 DPC DPLY	

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the partners Help Desk at (800) 230-9732.

51849 1673

Source: https://www.industrydocuments.ucsf.edu/docs/xpfy0000

R.J Reynolds Tobacco Company
February 1998 DPC Promotion

Account: **Middlesex Tobacco #423360**

Brand Promotion	**Winston** 30¢ Off 1 Pack (2 Carton Display)

Billable Cartons	1 ctn Winston Box 1 ctn Winston Lights Box
Allocation (cs)	2 cs Winston Box (12M) 4 cs Winston Lights Box (6M)
$ Amount	$3,039.50
Delivery Date	~~January 26, 1998~~ 2/16/1998
Displays	69
Display Assembly Timing	Immediately
Displays Shipped to Retail	➢ Send displays automatically to accounts on attached list beginning week of ~~1/26/98.~~ 2/16/98 ➢ Complete distribution of displays to at least 80% of accounts on list by **2/16/98.** ➢ Cross out any account that refuses promotion, sign, date, and return list to Lanny Wolfe for payment by **2/23/98.**
Packing and shipping payment	28.00 per 12M case of Live product

☎ Voice Mail 800-757-8255 #48795 if you have any questions.

51849 1674

Source: https://www.industrydocuments.ucsf.edu/docs/xpfy0000

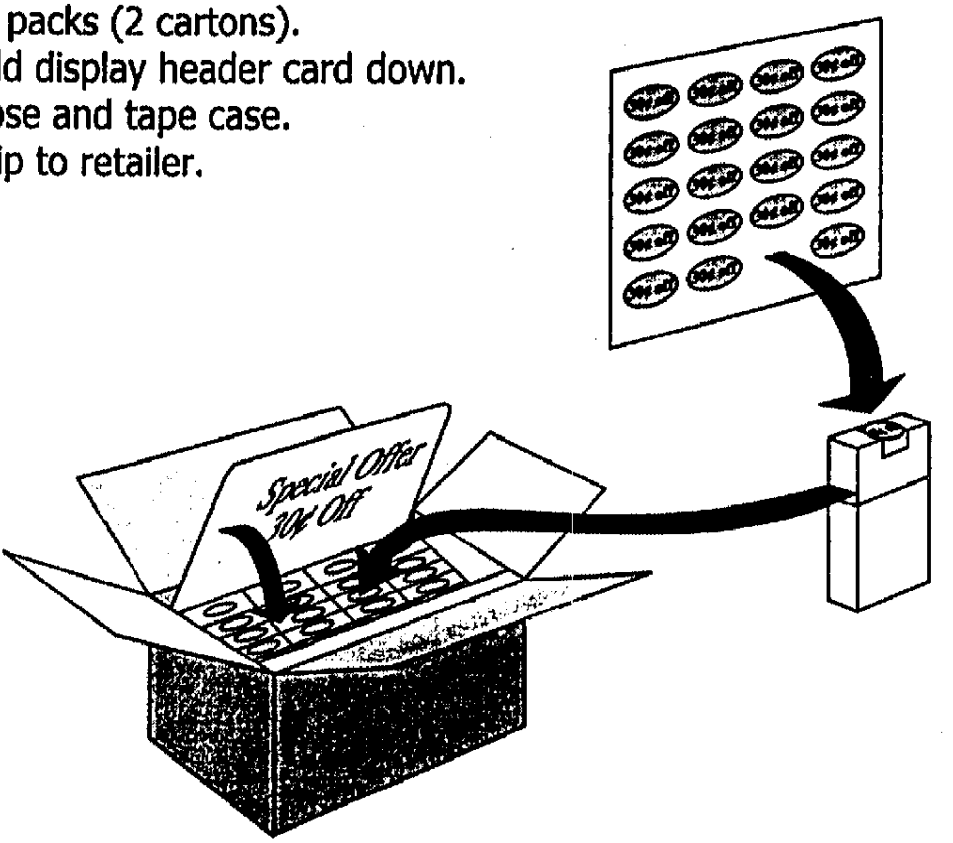
WHOLESALER PACKING INSTRUCTIONS

DEEPER PROMOTION COVERAGE **1ST QTR. '98**

Product to be stickered by Direct Account

STEPS

1. Open DPC shipping case.
   (Blue Fold-Up Display #524012 Temporary 20pk)
2. Place "30¢ off" price stickers on TOP of packs. (use Monarch Gun)
3. Load 10 packs of same brand style in each row. Display holds 20 packs (2 cartons).
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# Description
536414 Winston 20 Pack DPC Display/Shipper
536411 Winston DPC .30 VPR's (20 per sheet)

Brand Style	Winston Box	Winston Light Box							
Number of Cartons	1	1							

51849 1675

Source: https://www.industrydocuments.ucsf.edu/docs/xpfy0000

ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
721895	19 PETROLEUM	1949 ROUTE 35 S	SAYREVILLE	NJ	08871	908 316 0267
751399	6 11 FOOD STORE	177 PORT READING AVE	PORT READING	NJ	07064	908 634 9138
402607	AL'S LIQUOR STORE	35 S. MAIN STREET	PHILLIPSBURG	NJ	08865	201 859 3981
591123	ALBINI PHARMACY	401 ADAMS ST	HOBOKEN	NJ	07030	201 798 5245
453843	ALINA DRUG STORE	962 SHERMAN AVE	ELIZABETH	NJ	07208	908 289 0443
477419	AMOCO STATION	911 MAIN ST	BOONTON	NJ	07005	201 263 8320
604296	ANDY TWIN BORO LIQUO	596 CHESTNUT ST	ROSELLE PARK	NJ	07204	908 245 0240
684416	ANNIE'S SWEET SHOP	616 NEWARK POMPTON TPK	POMPTON PLAINS	NJ	07444	201 835 9613
794785	ANTHONY'S LUNCH	330 MONROE AVE	KENILWORTH	NJ	07033	201 276 9002
458678	AVON MINI MARKET	816 E SAINT GEORGES	LINDEN	NJ	07036	908 486 3447
512399	B & E DELI	1023 CHESTNUT ST	ROSELLE	NJ	07203	201 241 2522
577134	BEIRA ALTA	261 2ND ST	ELIZABETH	NJ	07206	908 351 5566
402052	BELL PHARMACY	1907 RT. 27	EDISON	NJ	08817	908 985 1211
238614	BENOS LIQUOR, INC.	102 N. WOOD AVENUE	LINDEN	NJ	07036	201 486 3261
275874	BEVERLY SWEET SHOP	1413 MAIN ST	RAHWAY	NJ	07065	908 499 0948
423780	BORGHI LIQUORS/DELI	206 HACKENSACK ST	WOOD RIDGE	NJ	07075	201 939 6660
401552	BORO DRUG	490 BOULEVARD	KENILWORTH	NJ	07033	908 276 6770
578341	BOTTLE SHOP	306 NORTH AVE	GARWOOD	NJ	07027	908 233 8367
400958	BRIAN ELLIOTS DELI	419 BLOOMFIELD AVE	BLOOMFIELD	NJ	07003	201 429 1831
275857	C & B LIQUOR	221 SHERIDANAVE	ROSELLE	NJ	07203	908 245 3900
430096	CEDAR LANE LIQUORS	527 CEDAR LN	TEANECK	NJ	07666	201 836 7003
757294	CENTRAL LIQUORS	285 CENTRAL AVE	METUCHEN	NJ	08840	908 548 3260
736491	CHO & ASSOC. INC.	54 E SAINT GEORGES AVE	LINDEN	NJ	07036	908 925 2337
275064	COALTON PHARMACY	851 ELIZABETH AVE	ELIZABETH	NJ	07201	908 353 6653
752310	COASTAL MART GAS	753 PORT READING AVE	PORT READING	NJ	07064	908 541 1128
400679	COHENS STATIONERY	675 BLOOMFIELD AVE	WEST CALDWELL	NJ	07006	973 228 1226
536844	COS C CORNER	701 E ELIZABETH AVE	LINDEN	NJ	07036	908 925 9767
770515	DADDY BOY DELI	51 BLOOMFIELD AVE	CALDWELL	NJ	07006	973 228 5910
639644	DIAZ GROCERY	40 5TH STREET	ELIZABETH	NJ	07206	201 289 6570
425798	ELIE'S DELI	104 MANALAPAN RD	SPOTSWOOD	NJ	08884	908 723 0013
642757	ETHICAL DRUGS INC	528 CENTRAL AVE	EAST ORANGE	NJ	07018	201 676 0880
653023	EXPRESS FOOD	37 CARTERET ST	BLOOMFIELD	NJ	07003	973 743 5166
538828	EXXON AVENEL	870 ROUTE 1 NORTH	AVENEL	NJ	07001	908 634 0808
727351	FREEWAY LIQUORS	522 CENTRAL AVENUE	EAST ORANGE	NJ	07018	201 674 2803
273986	G J SCHOOL HOUSE	551 WARWICK TPKE	HEWITT	NJ	07421	201 853 7474

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ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
688995	GAILS WINE & LIQUORS	98 W GRAND ST	ELIZABETH	NJ	07201	908 351 2902
401964	GEORGES LUNCH	STATE ST	PERTH AMBOY	NJ	08861	201 826 8940
560879	GETTY GAS	2 N. ST. GEORGES AVE	LINDEN	NJ	07036	908 486 0460
400708	GRAND VARIETY	371 BLOOMFIELD AVE	CALDWELL	NJ	07006	201 228 0332
717069	GREENFIELDS	24 MAIN ST	SOUTH RIVER	NJ	08882	908 254 0336
604244	GRIER SUPERMARKET	2117 GRIER AVE	LINDEN	NJ	07036	908 925 9422
457162	HARRY'S PLACE	1044 SALEM RD	UNION	NJ	07083	908 688 9019
402094	HARVEST LIQUORS	2370 WOODBRIDGE AVE	EDISON	NJ	08817	908 985 2252
401749	HERB'S LIQUOR	194 SOMERSET ST	NORTH PLAINFIEL	NJ	07060	908 756 0679
570151	HIDDEN LAKE MINI MT	410 TOWNE CENTRE DR	NORTH BRUNSWICK	NJ	08902	908 940 8825
521448	HOPELAWN DISCOUNT L	ROUTE 9 NORTH	WOODBRIDGE	NJ	07095	908 826 8874
404284	INTERNATIONAL TOB	1181 ELIZABETH AVE	ELIZABETH	NJ	07201	908 558 7303
976960	IORIO DELI	301 W CLAY AVE	ROSELLE PARK	NJ	07204	908 245 5897
506428	JELLING OF ROSELAND	4 BECKER FARM RD	ROSELAND	NJ	07068	201 740 9092
968569	JERRY'S LUNCH	603 SOUTH AVE	GARWOOD	NJ	07027	908 789 9879
777108	JUNCTION AMOCO	4020 ROUTE 1 N	MONMOUTH JUNCTIO	NJ	08852	908 922 8070
305043	K&R DELI	425 S WOOD AVE	LINDEN	NJ	07036	908 862 1954
402065	KALS	2045 WOODBRIDGE AVE	EDISON	NJ	08817	908 985 9656
765832	KEVINS KORNER	561 3RD AVE	ELIZABETH	NJ	07202	718 353 6634
726989	KIRK'S LIQUOR	426 JACKSON AVENUE	ELIZABETH	NJ	07201	908 355 2035
637019	KNT FOOD STORE	24 W HUDSON AVE	ENGLEWOOD	NJ	07631	201 871 2442
275852	KSON INC	524 E 2ND AVENUE	ROSELLE	NJ	07203	908 245 9381
275822	LARRYS CONFECTIONER	300 LOCUST AVE	ROSELLE PARK	NJ	07204	908 245 9795
772519	LIBERTY FOOD MARKET	701 GRIER AVE	ELIZABETH	NJ	07202	908 351 4252
276037	LUSO LIQUOR STORE	1039 ELIZABETH AVE	ELIZABETH	NJ	07201	908 353 8169
401284	M&M LIQUOR	20 SOUTH ST	NEW PROVIDENCE	NJ	07974	908 464 7474
507313	MAGAZINES PLUS	45 SOUTH ST	MORRISTOWN	NJ	07960	973 984 8454
275371	MAPLE LIQUORS	876 SPRINGFIELD AVE	IRVINGTON	NJ	07111	201 375 1000
772713	MARY'S DELI	1033 N BROAD ST	ELIZABETH	NJ	07208	908 352 0726
691492	MATAJI CORP.	RT 36 AIRPORT PLAZA	HAZLET	NJ	07730	908 264 9111
789235	MATAWAN RESTAURANT	36 MAIN ST	MATAWAN	NJ	07747	732 583 0265
724372	MG NEWS+FOOD INC.	513 E JERSEY ST	ELIZABETH	NJ	07206	908 354 7874
782653	MIDDLEESSEX MARKET	647 LINCOLN BLVD	MIDDLESEX	NJ	08846	908 469 9096
273938	MIDVALE SWEET SHOP	548 RINGWOOD AVE	WANAQUE	NJ	07465	201 835 1575
545750	MING'S LUNCHEONETTE	434 W. GRAND	RAHWAY	NJ	07065	908 574 8410

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ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
390445	MINIT MART	1392 SAINT GEORGES AVE	AVENEL	NJ	07001	908 388 6339
286235	MORGAN BRIDGE DELI	1780 STATE ROUTE 35	MORGAN	NJ	08879	908 721 2606
657474	NEW BRUNSWICK DELI	226 FRENCH ST	NEW BRUNSWICK	NJ	08901	908 249 1093
683685	NOT TEE CORNER DELI	731 DELAFIELD AVE	STATEN ISLAND	NY	10310	718 815 3351
654463	OAK TREE SERVICE	1611 OAK TREE RD	ISELIN	NJ	08830	908 494 7780
587723	OCTOBER SPIRITS	431 N WOOD AVE	LINDEN	NJ	07036	000 000 0000
876743	PARK WINE AND LQ	412 PARK AVENUE	EAST ORANGE	NJ	07017	201 675 2470
632938	PAYLESS MKT	1031 S ORANGE AVE	NEWARK	NJ	07106	201 375 4499
747444	PICKWICK LIQUORS	707 PARK AVE	PLAINFIELD	NJ	07060	908 756 0600
573594	PIT STOP/HOME FOOD	47 PARK AVE	EAST ORANGE	NJ	07017	201 675 3235
693151	PORT READING TEXACO	915 PORT READING AVE	PORT READING	NJ	07064	908 969 9804
682087	POST MART	562 OLD POST RD	EDISON	NJ	08817	908 287 8078
472548	PRO BEAUTY SUPPLY	829 HAMILTON ST	SOMERSET	NJ	08873	908 247 2264
703677	RAGHUVIR CORP.	322 HIGHWAY 34 SOUTH	ABERDEEN	MD	21001	908 566 5512
709445	RAILROAD CAFE	151 ALBANY ST	NEW BRUNSWICK	NJ	08901	908 247 2047
401877	RARITAN DELI	510 RARITAN ST	SAYREVILLE	NJ	08872	908 727 3036
590658	RARITAN LIQUORS	79 MORRISTOWN RD	BERNARDSVILLE	NJ	07924	908 766 0138
714748	RED PIPE	39 1/2 BROAD ST	RED BANK	NJ	07701	908 842 6633
558874	RUPA FOOD MARKET	1323 ALINA STREET	ELIZABETH	NJ	07208	908 354 0120
341969	RUSSO'S DELI	320 S 5TH ST	ELIZABETH	NJ	07206	908 353 2080
768287	SARAH'S DELI	281 HALL AVE	PERTH AMBOY	NJ	08861	908 442 4940
402294	SCARLET KNIGHT LIQ	HAMILTON AVENUE	SOMERSET	NJ	08873	908 545 7100
397903	SCOTCH PLAINS EXXON	1800 RT. 22 EAST	SCOTCH PLAINS	NJ	07076	908 322 6446
747442	SCOTT DRUGS	701 PARK AVE	PLAINFIELD	NJ	07060	908 754 1600
478438	SHELL	780 STELTON RD	PISCATAWAY	NJ	08854	908 968 5880
582962	SHREEJI FOOD MARKET	100 W 15TH ST	LINDEN	NJ	07036	908 862 6245
460536	SINGH'S MOBIL	344 ROUTE 18	EAST BRUNSWICK	NJ	08816	908 254 0803
280139	SMITH LIQUORS	225 W FRONT ST	KEYPORT	NJ	07735	908 264 4470
276003	SOUTH WOOD LIQUOR	939 S WOOD AVE	LINDEN	NJ	07036	908 862 3225
639659	SPRING BUY RITE	RT 22 ECHO PL	SPRINGFIELD	NJ	07081	201 379 4992
227459	STAR'S LIQUOR	1297 ROOSEVELT AVE	CARTERET	NJ	07008	908 541 1780
752308	STOP & GO	931 AMBOY AVE	EDISON	NJ	08837	908 738 0773
697872	STOP BUY FOOD STORE	613 RIDGE RD	MONMOUTH JCT	NJ	08852	908 329 1111
781289	STOP BY DELI	341 MAIN ST	MATAWAN	NJ	07747	732 290 2292
421963	SUNNY SIDE UP	223 SAINT GEORGE AVE	ROSELLE	NJ	07203	908 298 1944

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ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP	PHONE NO
410364	T&G GROCERY	900 W SAINT GEORGES	LINDEN	NJ	07036	908 486 4044
686329	T&J LIQUOR STORE	1143 SAINT GEORGE AVE	ROSELLE	NJ	07203	908 241 6991
296300	T.R. BAGEL	1 PENN PLAZA	NEW BRUNSWICK	NJ	08901	908 828 3545
342241	THE CARD BOARD	128 ELMORA AVE	ELIZABETH	NJ	07202	908 289 5339
288106	TOM'S DELI	228 W SCOTT AVE	RAHWAY	NJ	07065	908 381 4477
276066	TONYS MKT	1020 NORTH AVE	ELIZABETH	NJ	07201	201 354 2980
400765	TOWN LIQUOR	674 POMPTON AVE	CEDAR GROVE	NJ	07009	973 239 1014
401614	TOWNE DELICATESSEN	1120 SOUTH AVE W	WESTFIELD	NJ	07090	908 232 5342
599280	TWIN ELMS DELI	1075 BLACK OAK RIDGE	WAYNE	NJ	07470	201 835 1584
401652	UNION AVE PHARMACY	433 W UNION AVE	BOUND BROOK	NJ	08805	908 356 3113
356116	VARIETY SHELF	178 EAGLE ROCK AVE	ROSELAND	NJ	07068	973 226 0629
604284	VASU LIQUORS	613 SAINT GEORGE AVE	ROSELLE	NJ	07203	908 245 2220
045670	VIRO INC. T/A AVWOOD	971 RAHWAY AVE	AVENEL	NJ	07001	000 000 0000
771601	WARREN COUNTY PHAR	13 E WASHINGTON AVE	WASHINGTON	NJ	07882	908 689 0036
697649	WASHINGTON DELI II	368 SOMERSET ST	N PLAINFIELD	NJ	07060	908 756 2965
402229	WINDSOR PHARMACY	722 STATE ROUTE 18	EAST BRUNSWICK	NJ	08816	908 257 3784
401851	WOODLANE PHARMACY	18 THROCKMORTON	OLD BRIDGE	NJ	08857	908 679 6000
402266	ZAJACKS PHARMACY	223 GEORGE ST	NEW BRUNSWICK	NJ	08901	908 545 0582
726450	ZURA CORP SINGIN OIL	149 LOWER MAIN ST	ABERDEEN	NJ	07747	908 441 0020
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Source: https://www.industrydocuments.ucsf.edu/docs/xpfy0000